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INSTITUTIONAL REFORMS AND ENSURING OF PERSONNEL DEVELOPMENT OF INTERNATIONAL ENTERPRISES IN THE CONTEXT OF EUROPEAN INTEGRATION

At the current stage, the activity of Ukrainian enterprises is significantly influenced by the European integration process. Ukrainian industrial products are used in domestic and foreign markets, but maintaining its competitiveness requires the ability to adapt to changes in market conditions. The deepening of European integration processes in combination with open nature of the economy and export focus of industry of Ukraine is accompanied by increased competition in the domestic and foreign businesses markets. Under these conditions, the most important and vulnerable at the same time is responsible personnel. Tool of personnel adaptation to unpredictable changes in highly dynamic enterprise environment in the context of European integration processes should be staff development. The study of the influence of the environment on the dynamics of institutional requirements for development of staff of enterpr-

es in the context of ensuring competitiveness in a globalized economy requires further study. The article represents an analysis based on the new institutional theory of influence of European integration on the requirements for company personnel as a factor in the enterprise environment. The social and technological structure dominant in the country is a system of social relations that arises on the basis of aggregate of technologies specific to a certain level of production and determines the competitiveness of the economy. The transition between these structures is called modernization. The dynamics of modernization, community development direction is determined by the type of political and economic institutions. Inclusive economic institutions that attract the general public, provide non-discriminatory access to control and resource allocation, allow fair competition and ensure the preservation of private proper-

ty are effective. Today, one of the real possibilities for implementation of inclusive institutions in Ukraine is integration into the European Union, which is a community with open institutions, within which the development of business competencies of employees is valued and the institutional mobility and physical mobility in the largest market in the world are stimulated and provided. The reform of economic institutions in Ukraine within the European integration by the European Union can provide an effective economy

based on secondary modernization – the transition to a post-industrial social and technological structure. Accordingly, development of company's staff in these circumstances has to comply with the conditions of post-industrial social and technological structure, providing emphasis on investment in human and social capital comparing to physical; widespread use of information and communication technologies; continuous updating of knowledge and skills and abilities to develop communication and teamwork.